



VSPC's "Station Domination" Spreads Sunshine, Humor in NYC Subway

Salvador Dali, IndyCar Champ Andretti Tout St. Pete-Clearwater's #1 Beaches

St. Petersburg/Clearwater, FL (March 3, 2009) – Just as New York City was getting hit with a major snowstorm this week, Visit St. Petersburg/Clearwater was unveiling its new, cutting-edge advertising campaign in Manhattan subway stations aimed at attracting winter-weary New Yorkers to its award-winning beaches.

An extension of the destination's ongoing "Where the Beach Takes You" brand campaign, the underground "Station Domination" initiative focuses on creating a high visual impact at two of NYC's most heavily trafficked subway stations: 34th Street/Herald Square and 59th Street/Lexington Avenue.

For the entire month of March, both stations will be completely re-branded with St. Petersburg/Clearwater advertising collateral, ranging from giant beach images featuring ambassadors including Salvador Dali and Marco Andretti to support columns wrapped like swimming buoys that jokingly warn "NO BLACK ICE" and "NO FREEZING ALLOWED."



Above the stairwells leading down to the train platforms riders will be treated to beauty shots of the area's award-winning beaches with tongue-in-cheek headlines such as, "REGRETTABLY, THE F TRAIN DOESN'T GO FAR ENOUGH SOUTH" and "DOWN HERE IN WINTER THAT WHITE STUFF IS CALLED SAND."

Most striking will be massive, interactive MonsterVision electronic billboards that morph in a water-like transition as people walk by, revealing a half dozen St. Petersburg/Clearwater "ambassadors," ranging from Dali to a Pier 60 fire-breather to a Tarpon Springs sponge diver.

Representing surprising things to see and do in St. Petersburg/Clearwater in addition to the beach, these colorful characters are all shown standing in the surf on Fort De Soto's pristine white-sand shore with the headline: "AND YOU THOUGHT NEW YORK HAD SOME UNUSUAL CHARACTERS."

For VSPC, the subway campaign is a late valentine for the greater NYC area, which continues to rank among the area's top feeder markets.

“It’s already been a long, hard winter for New Yorkers and most people are ready for some fun in the sun,” said DT Minich, executive director of Visit St. Petersburg/Clearwater. “This campaign is designed to be dynamic and engaging in a way that will resonate with the greater New York City area, which is one of our core markets.”

The ads are part of Visit St. Pete/Clearwater’s new “Cultural Ambassador” [print](#) and [broadcast ad](#) campaign, which can be viewed online at our industry partner website, [PinellasCVB.com](#).

For the latest [Hot Deals](#) on area accommodations, [www.VisitStPeteClearwater.com](#).

In addition to the subway initiative, the New York area advertising campaign will include advertising inserts in zoned editions of *The New York Times*, *New York Daily News*, *Asbury Park Press*, *Bergen County Record* and *Westchester County’s Journal News*.

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Visit St. Pete-Clearwater is the destination marketing organization for Pinellas County, Florida.

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